The rise of the micro entrepreneur, the need for nano targeting and the power of one.

#nanosizeme

Sunday, March 9 2014
Wanderlust Studio
206 E. 4th Street, Austin TX
Once again, Hill+Knowlton Strategies has teamed up with the producers of SXSW to bring together big brands, small start-ups, and innovative thinkers for a series of panels rich in content and lively discussion. If you’re headed to SXSW Interactive this year, you’ll find that Nano Size Me is where you want to go. (Last year, our panels were so popular, lines formed a block down the street!) This year it’s all about small. On March 9, four panels will be conducted to talk about micro entrepreneurs, nano-targeting, and the power of small communities. Brands such as Ford, Salesforce and Coca Cola will join entrepreneurial companies such as Etsy and HomeAway to talk about the direction digital business is headed.

Hill+Knowlton is delighted to be the only agency with this type of SXSWi programming, and we are working hard to ensure our panels are thoughtful and valuable.

Several of H+K’s own thought leaders will be leading the conversation. Join us! Sunday, March 9 – panel discussions from 9:30 a.m. to 4:30 p.m. at Wanderlust Studio in the heart of the action: 206 E 4th St, Austin, TX 78701.
Panel 1 // 9:30AM-10:30AM

**Nano Size Me: The Science of Small Talk**

Nest, FitBit, and Google Glass are a whole new set of data mining tools that generate huge volumes of information on how we eat, exercise, travel, and use energy, for example.

This panel explores how marketers can turn small data into the science of persuasion, increasing personalization and ultimately delivering the right message (or service), to the right person at the right time, and why this matters for companies large and small.

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Panel 2 // 11:00AM-NOON

**Nano Size Me: How Small Communities Will Take Over the World**

The bigger the Internet gets, the more we seek intimacy and community. Passions and interests bind us – and in doing so give marketers unique insights and opportunities to reach their audiences. How does this approach fit and feed broader marketing initiatives? How different is this from “communities of interest” in the past and what does the future hold?

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Panel 3 // 2:00PM-3:00PM

**Nano Size Me: The Currency of Sharing**

The “Sharing Economy” is not new – hundreds of years ago humans had systems of bartering and trading; now we have Etsy and HomeAway, and the ability to find exactly what we want or create exactly what someone else wants.

This economic model is here to stay, so what is next? And how does digital play a role? Can anyone be a “micropreneur” these days? How does this impact business models for Fortune 500 companies.

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| MODERATOR | Natalie Foster  
| Executive Director and Co-Founder, Peers |
| PANELISTS | Anthony Marino  
| CMO, Thredup |
| Noah Karesh  
| CEO, Feastly |
| Althea Erickson  
| Policy Director, Etsy |
| Mathieu Stevenson  
| Senior Director, North American Marketing, HomeAway |

Panel 4 // 3:30PM-4:30PM

**Nano Size Me: Too Much Ado About Nano? Why Size Still Matters**

While niche is rich with marketing promise, the fact remains that mass marketing still works (really well.) Even campaigns that “go viral” typically do so after they hit mass media. Hear what some top CMOs have to say about nano targeting, its future impact on the bottom line and how they balance the move toward small with the need to drive big results.

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| MODERATOR | Ashley Brown  
| Director, Digital Communications and Social Media, Coca-Cola |
| PANELISTS | Michael Zuna  
| CMO, Aflac |
| Adam Brown  
| Executive Strategist, Salesforce |
## Panel 1 // 9:30AM-10:30AM

**Nano Size Me: The Science of Small Talk**

### Andrew Bleeker (MODERATOR)

**Global Digital Lead, H+K Strategies**

Andrew leads the agency's digital team, running campaigns for Fortune 50 clients across the globe. He often travels for clients and can be found at any United hub.

Andrew comes from a political background, most recently running online marketing for both Obama campaigns in 2008 and 2012. Andrew was also the principal and founder of Bully Pulpit Interactive where he provided online marketing strategy for clients in both the public and private sectors, including major corporations, NGOs, and international political campaigns.

During the 2012 campaign, Andrew oversaw the largest online marketing operation in history, helping integrate paid, earned, and social media. He served on the Presidential Transition Team and as the digital director of the Presidential Inaugural Committee. Andrew previously worked at two Washington based consulting groups as well as numerous US political campaigns.

Andrew graduated from Wesleyan University in Middletown, Connecticut. He serves as an advisory board member to St. Jude Children’s Research Hospital.

### Linda Boff

**Executive Director, Global Brand Marketing, GE**

As Executive Director, Global Digital Marketing, Boff (@lindaboff) is responsible for setting GE’s digital marketing, content and commercial strategy, including all GE websites, search, mobile, and social efforts. Additionally, Boff leads experiential marketing, user experience, and sponsorship for GE.

Previously, Boff was Chief Marketing Officer of iVillage Properties, part of the NBC Universal, where she was responsible for setting the company’s marketing vision and strategy and overseeing the development of the iVillage brand. Before that, Boff was Director of Employee Marketing for GE, responsible for internal communications and driving key initiatives to GE’s 300,000 employees.

Boff joined GE in early 2004 with 18 years of experience in marketing, advertising, public relations and communications. Prior to joining GE, she was Director of Marketing and Communications for Citigroup's Women and Company division. Earlier roles include Director of Marketing, American Museum of Natural History and Vice President at Porter Novelli, a global public relations agency.

Boff was named B2B Magazine's top digital marketer of 2011. She is a frequent speaker at digital and social media industry events.

Boff earned a Bachelor's of Arts degree in Political Science and Psychology from Union College in Schenectady, NY.
NANO SIZE ME // PANELIST BIOS

Doreen Lorenzo
President, Quirky.com

Doreen Lorenzo (@doreenl) is the president of Manhattan-based invention machine Quirky. Formerly the president of Frog design, Lorenzo is known for transforming Frog into a global innovation firm during her 7 years as president there. Alongside Quirky founder and CEO Ben Kauffman, Lorenzo leads research, design, and product development.

Deborah Estrin
Professor of Computer Science, Cornell Tech; Professor of Public Health, Weill Cornell Medical College; Co-Founder, Open mHealth

Deborah Estrin is a Professor of Computer Science at Cornell Tech in New York City and a Professor of Public Health at Weill Cornell Medical College. She is co-founder of the non-profit open-source software startup, Open mHealth. Previously, she was on the UCLA faculty where she was the Founding Director of the NSF Center for Embedded Networked Sensing (CENS).

Estrin is a pioneer in networked sensing, which uses mobile and wireless systems to collect and analyze real time data about the physical world and the people who occupy it. Her current projects focus on personalized consumer apps and services that leverage the pervasiveness of mobile devices and cloud-based digital services for health and life management.

Panel 2 // 11:00AM-NOON

Nano Size Me: How Small Communities Will Take Over the World

James Anstey (MODERATOR)
Digital Strategist, H+K Strategies

Jim Anstey is currently a senior vice president of digital with Hill+Knowlton Strategies, where he assists clients in developing and implementing innovative digital strategies for global marketing communications. Prior to Hill+Knowlton, Jim served as a senior vice president, digital solutions at Group FMG, a multi-channel content and commerce solutions company. From 2009-2012, Jim served as the CMO/Director of Marketing for Havaianas, where he was directly responsible for all North American marketing activity and e-commerce. Before working at Havaianas, Jim had worked for Carspaze USA, Inc., Kirshenbaum Bond + Partners, Tracy Locke Partnership, and Bates Saatchi & Saatchi. He received his degree from the University of Bristol.
Kip Havel
2nd Vice President, Aflac Content Marketing and Communications, Aflac

Kip Havel (@KipHavel) is 2nd Vice President, Aflac Content Marketing and Communications. An experienced marketing communications executive, Mr. Havel possesses a keen understanding of the latest marketing, business, economic and workforce trends. He is the creator of the Aflac WorkForces Report, an annual research study about benefits trends and effectiveness, and is the primary spokesperson for the study findings, presenting to business audiences across the nation.

Prior to joining Aflac, Mr. Havel was the director of marketing and public relations for Spherion Corporation, now merged with Randstad U.S. He had responsibility for all marketing and external communications programs for the corporation and its brands. He also led the development of numerous thought leadership and social marketing programs, including the launch of the branded web series “The Temp Life.”

Mr. Havel has also held positions at Hill and Knowlton and Edelman Public Relations Worldwide. He graduated from the University of Miami with a Bachelor of Science degree in Public Relations and Political Science.

Karen Untereker
U.S. Social Media Manager, Ford Motor Company

Karen Untereker (@unterekless) is the U.S. social media manager for the Ford Motor Company. Most recently she served as VP, Digital Strategy at Ogilvy. Prior to working at Ogilvy she worked at both BBDO and at Digitas.

Paull Young
Director of Digital, Charity: Water

Paull (@paullyoung) grew up on a drought-stricken family farm in Australia. He moved to NYC in 2007 to lead accounts for a social media agency and earned multiple awards for work with Fortune 500 brands. For charity: water, he launched a birthday campaign, helped pull off Twestival and now leads the team’s online presence.
Panel 3 // 2:00PM-3:00PM

Nano Size Me: The Currency of Sharing

**Natalie Foster** (MODERATOR)
Executive Director & Co-Founder, Peers

Natalie spent the last decade at the intersection of social movements and technology. Prior to joining Peers, she was the CEO and co-founder of Rebuild the Dream, a platform for powering people–driven economic change. Before that, she was the digital director for President Obama’s Organizing for America (OFA) and the Democratic National Committee. While there, she built and directed the team responsible for web content, grassroots fundraising social media and mobile for BarackObama.com as well as Democrats.org. She also built the Sierra Club’s first online organizing department and served as the deputy organizing director for MoveOn.org.

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**Anthony Marino**
CMO, Thredup

Anthony (@amarino) is the Chief Marketing Officer for Thredup, where he is responsible for customer acquisition, product, merchandising, and brand/design. Prior to thredUP, Anthony served as CEO and Global Head of Brand for Virgin Hotels Group. Anthony founded the company, raising third-party capital, setting the growth strategy, creating the product vision, and building the team. Previously, Anthony was also Managing Partner at Virgin Group, Principal at Venrock, and Director of Product and Marketing at Telcordia. Anthony earned an AB, magna cum laude, from Princeton University where he was a Rhodes Scholar national finalist, and an MBA from Harvard Business School.

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**Althea Erickson**
Policy Director, Etsy

Althea Erickson is director of public policy at Etsy, the marketplace for creative people to buy and sell unique goods. Althea leads Etsy’s government relations and advocacy efforts, focusing on educating and advising policymakers on the issues that micro-entrepreneurs and creative businesses face. She is also responsible for developing and advancing Etsy’s position on issues ranging from taxes and regulation, to open Internet and free trade, to IP and privacy policies.

Prior to joining Etsy, Althea was the advocacy and policy director at Freelancers Union, where she helped build the membership into a powerful political constituency, leading its successful campaign to repeal unfair tax laws. She also launched Freelancers Union’s Political Action Committee and promoted legislation to protect freelancers from unpaid wages. Previously, Althea worked at the Rockefeller Foundation, where she focused on strategies to build economic security within the U.S. workforce. She has a B.A. in government and public policy from Wesleyan University.
Ashley Brown (MODERATOR)
Director, Digital Communications and Social Media, The Coca-Cola Company

Ashley Brown leads digital communications and social media for The Coca-Cola Company. In this role, he leads the development and execution of the Company’s digital strategy, expands its ability to amplify the Coca-Cola story online, and guides the development of digital and social media policies and training. He also works across the Coca-Cola system to equip employees to be effective brand ambassadors, and advises our customers and partners on their digital and social media efforts.

While at Coke, Ashley launched the online magazine Coca-Cola Journey, created its first corporate news blog, Coca-Cola Unbottled, grew Coke’s social channels more than 100% year over year, developed a social media training program for all employees, created an intensive two-day social media bootcamp for marketers and public relations staff, and built Coke’s global social listening program.

Prior to joining Coca-Cola, Ashley led international public relations, consumer campaigns, and issues management for Microsoft’s Windows group. While working on the agency side, he managed media relations for Gilead Sciences, The Bill & Melinda Gates Foundation, and the World Health Organization.

Ashley holds an M.A. in International Relations from Boston University, and is a member of the Alumni Board of The Walker School, the Board of Directors of LINGOS, an international non-governmental organization, and is a lover of cars, urban design, public transit, and electronic music. Ashley, a native Georgian, calls Atlanta home, along with husband David and dog Gus.

Mathieu Stevenson
Senior Director, North American Marketing, HomeAway

Mathieu Stevenson joined HomeAway in 2012 and is the Senior Director of North America Marketing. In this role, he is responsible for helping spread the word about HomeAway to travelers and prospective owners, and developing relationships with owners that help them maximize their return-on-investment. Mathieu is also an avid traveler who has been staying in vacation rentals for many years with his wife and two children.

Noah Karesh
CEO, Feastly

Noah Karesh founded Feastly, Inc. in 2011. Mr. Karesh is a passionate foodie and serial entrepreneur. From creating a social media driven taco stand to opening a pop-up cafe, Blind Dog Cafe, he has long used innovative dining concepts to build community around the world.
Michael Zuna
CMO, Aflac

Michael W. Zuna (@mzuna) is the marketing leader for Aflac U.S., a Fortune 150 company and the nation's largest provider of supplemental insurance.

He joined Aflac in 2009 as vice president of Marketing and was promoted to executive vice president and chief marketing officer in 2012. He is responsible for all marketing and sales enablement strategies, including product, consumer engagement, customer acquisition and retention, as well as field marketing to Aflac’s 70,000 agents and broker ecosystem.

Prior to joining Aflac, he was managing director at Saatchi & Saatchi New York, the largest agency in the firm’s 140-office network and part of Publicis Groupe. Earlier in his career, he held leadership roles at Arnold Worldwide and Ogilvy & Mather.

In 2012, Zuna was ranked No. 28 in Appinion’s list of the world’s most influential CMOs, which was compiled in a CMO influence study of major companies throughout the world.

Zuna graduated cum laude from the United States Naval Academy in 1991 with a bachelor’s of science degree in economics.

Adam Brown
Executive Strategist, Salesforce

Adam Brown (@adamcb), Executive Strategist at Salesforce.com, founder of Marketing Consultancy adMAGINATION, has led social media for some of the world’s biggest brands. Most recently, Adam was Executive Director of Social Media at Dell, where he led the company’s consumer strategy around social media marketing, engagement and social commerce initiatives. During his tenure, fan acquisition increased 225%, social sentiment improved 90% and funded programs delivered a 7X ROI via attributable sales through an unwavering commitment to his PEOS (Paid Earned Owned Shared) social media strategy.

Adam joined Dell in 2010 after spending four years creating and leading the Office of Digital & Social Media at The Coca-Cola Company. While at Coke, Adam developed its 4R social media strategy (review, respond, record, redirect), established the company’s social media presences and spearheaded the development of the company’s social media guidelines, often seen as a standard for other CPG companies considering their foray into the digital space.
The 20th annual SXSW Interactive Festival will take place March 7-11, 2014 in Austin, TX. An incubator of cutting-edge technologies and digital creativity, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line-up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology.

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+ First Timer’s Guide to SXSW
+ SXSchedule
+ Getting Around
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